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PORK

SPECIAL

Plentiful Foods PROGRAM

U. S. Department of Agriculture
Office of Information

Washington, D. C.
October, 1955

PLENTY OF PORK:

Plenty of pork, this fall -- that's the word from the U. S. Department of Agriculture. And because there is, the Department is cooperating with hog producers and the food industry in a Special Plentiful Foods Campaign on pork. That campaign is already under way, with a special industry promotion on pork from October 13 through 22 -- and the campaign will continue for the next several weeks, over the period of seasonally increasing supplies.

THE SUPPLY SITUATION:

What's responsible for all the pork now coming to market? Department marketing specialists say it traces back to last spring's large pig crop. Growers produced a crop 9 percent larger than the year before. Those pigs have been growing all summer, on supplies of feed that are at near-record levels. The hogs are grown to market weight now -- and they're coming to market in increasing volume.

Marketings will continue to increase seasonally for the next month or more -- averaging around 10 percent larger than supplies a year ago, reflecting the increase in the spring crop.

WHAT'S BEING DONE ABOUT IT:

Recognizing that the near-record supplies of meat due in markets this fall called for careful planning, representatives of livestock producers, the food trades, and the Department of Agriculture met last summer to appraise the situation and make plans for coping with it. Subsequently, the industry developed a schedule for an aggressive merchandising program to help assure the full benefit from the plentiful supplies.

On October 7, hog farmers and industry representatives met in Washington, at the invitation of Secretary of Agriculture Ezra Taft Benson, to consider and recommend what further steps the USDA and industry might take in dealing with the situation. They all agreed that the promotional and merchandising activities have been and will continue to be of tremendous help in moving the larger supplies of pork through the markets. They asked the Department and industry to intensify those activities and continue them.

AN INDUSTRY - GOVERNMENT CAMPAIGN

In line with that recommendation, the Department has asked food editors and the food trades to give their assistance to an intensified pork merchandising program during the October 13 - 22 period, and over the weeks beyond, to make full use of the abundance of pork and pork products.

SECRETARY
BENSON SAYS: "This cooperative effort to sell more pork comes at a critical time in the market season," Secretary of Agriculture Ezra Taft Benson points out. "It presents a challenge to all who are in a position to contribute to its effectiveness. But I am confident that, with the full participation of all who can help, the success of this all-out pork merchandising program will be assured."

WHAT YOU
CAN DO: This fact sheet has been prepared to call this Special Plentiful Foods Campaign to the attention of food editors and all who write copy for consumers. The Department's information and educational facilities are backing this campaign, and will be supplying regular information on supplies and use of pork and pork products.

In addition, information materials will be coming to you from all of the industry groups cooperating in the campaign, spearheaded by the National Live Stock and Meat Board.

With a plentiful supply of pork coming to market, an intensive merchandising program being conducted, and ample information materials available, food editors have fine opportunity to contribute substantially to the success of this Special Plentiful Foods Program on pork and pork products. We urge you to give it your full support.

AVAILABLE
MATERIALS: The Department has several bulletins which will give you more information about the use of pork and its products. These include:

Family Fare: Food management and recipes.	G-1
Meat for Thrifty Meals.	G-27
Money Saving Main Dishes.	G-43
Pork, Facts for Consumer Education	AB-109

If you don't already have one, we'll be glad to send you a copy of any of these publications to help you cooperate in this Special Plentiful Foods Program. Send your request to: Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Agriculture - Washington



